



Social Entrepreneurship in the Digital Age (XBR302)

WEEK 3, LECTURE 6



SOCIAL ENTREPRENEURSHIP  
in the  
Tasmanian, Australian and  
Global Context

Mary Duniam



Image: Courtesy NASA/JPL-Caltech

MODULE 1: Social entrepreneurship and social enterprise as forces for change

Week	Topics
1	<ul style="list-style-type: none"><li>• Introduction to the unit</li><li>• Conceptualizing social entrepreneurship, social innovation and social enterprise</li></ul>
2	<ul style="list-style-type: none"><li>• Hybridity and sustainable social impact</li><li>• Socio-political, economic, cultural and technological factors related to the growth of social entrepreneurship</li></ul>
3	<ul style="list-style-type: none"><li>• Diverse forms of social enterprise</li><li>• Social entrepreneurship in the Tasmanian, Australian and global contexts</li><li>• Guest lectures (Tasmanian-based social entrepreneurs)</li></ul>
4	<ul style="list-style-type: none"><li>• Understanding social issues/needs in your local community</li><li>• How social entrepreneurs develop innovative ideas</li></ul>



## Explaining social enterprises

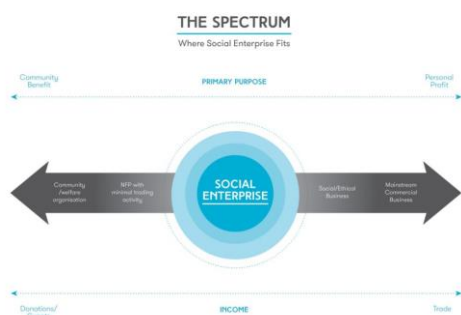
### Social Enterprise Definition:

- Social enterprises are businesses that trade to intentionally tackle social problems, improve communities, provide people access to employment and training, or help the environment.

<http://www.socialtraders.com.au/about-social-enterprise/what-is-a-social-enterprise/social-enterprise-definition/>



Photo by Neil Thomas on Unsplash



<http://www.socialtraders.com.au/about-social-enterprise/what-is-a-social-enterprise/social-enterprise-spectrum/>



## FASES and the Australian Social Enterprise Sector

- SCOPE** - There are an estimated 20,000 social enterprises operating across all industry sectors
- COMPANY SIZE** - 73% are small businesses, 23% are medium sized and 4% are large organisations
- MATURITY** - 38% have been in operation for 10 years and 34% in operation for between 2-5 years
- LEGAL FORM** - 33% are incorporated associations, 32% are companies limited by guarantee and 18% are proprietary limited (PTY LTD) companies



Image: Catarina Sousa on pexels.cc



## FASES and the Australian Social Enterprise Sector

- INDUSTRY** - 68% are in the services sector, of which 24% are in retail and 23% in healthcare
- PURPOSE** – 34% exist to create meaningful employment opportunities for people from a specific group, and 34% exist to develop new solutions to social, cultural, economic or environmental problems
- BENEFICIARIES** - 35% target people with disabilities, 33% target young people and 28% target disadvantaged women

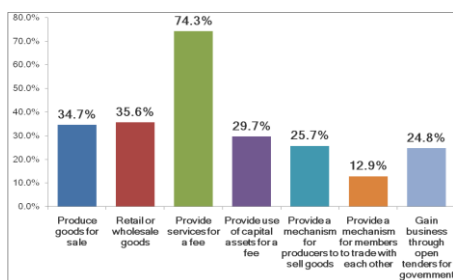


Photo by Brooke Cagle on Unsplash



## The Tasmanian Social Enterprise Study

### Trading activities of Tasmanian Social Enterprises



[http://www.dpac.tas.gov.au/\\_data/assets/pdf\\_file/0011/143795/Tasmanian\\_Social\\_Enterprise\\_Baseline\\_Study.pdf](http://www.dpac.tas.gov.au/_data/assets/pdf_file/0011/143795/Tasmanian_Social_Enterprise_Baseline_Study.pdf) (page 21)



## St Vincent Industries Inc (Wynyard, Tasmania)

Vincent Industries is an Australian Disability Enterprise and its social mission is to provide work and training opportunities for individuals with a disability on the NW Coast of Tasmania. To support their social mission, Vincent Industries recycle second hand clothes, footwear and handbags and export them to India and Malaysia. Clothes that not suitable for export are processed into a range of cleaning cloths for sale locally.



Image used with permission

[https://www.facebook.com/Vincent-Industries-311881538935559/?ref=br\\_rs](https://www.facebook.com/Vincent-Industries-311881538935559/?ref=br_rs)



## STREAT

### Tastes good. Does good.

(Melbourne, Australia)

STREAT is a Melbourne-based social enterprise with the social mission of stopping youth homelessness by providing training and employment opportunities within the hospitality industry. The business revolves around street cafes with youth receiving hospitality training as they work at food carts. STREAT have moved to a partnership or equity share model where young people would own and manage their own enterprise.



Image source:  
<https://www.streat.com.au/sites/default/files/cromwell.jpg> (used with permission)

\*More information about STREAT is provided in the Webinar Case Study information




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## FURNITURE BANK

YOUR USED FURNITURE WILL CHANGE A LIFE

### LEG UP EMPLOYMENT PROGRAM

Works with employment agencies and partners to provide work experience, life & skills training and employment opportunities to youth, newcomers to Canada and other individuals facing barriers to employment.

Every year, participants are employed across Furniture Bank's operations, including our furniture warehouse, on our pickup & delivery trucks, in our call centre, or as administrative & IT support

In 2016, Furniture Bank:

- Provided 30 participants with training and work experience
- Employed 12 participants in full-time positions upon program completion

[http://www.furniturebankcanada.org/furniture\\_bank/toronto/](http://www.furniturebankcanada.org/furniture_bank/toronto/) (image used with permission)



### SNAPSHOT OF 2017 IMPACT

- 72,329 items of furniture donated
- 10,426 clients served
- 1,894 items repaired and recirculated




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## FROM SOCIAL ENTERPRISE TO SOCIAL ENTREPRENEURSHIP

- Social enterprises focus on people and social mission.
- Social entrepreneurs creatively leverage enterprise assets – which includes people, skills, resources, organisations and networks.
- Social entrepreneurs think long-term – thinking how solutions can last.

And,

- Social entrepreneurship is emerging as the strongest growing economic sector in Australia

(Baldassarre, 2012)




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## Take home messages

- Social enterprises are created to provide benefits for a community.
- Social enterprises create opportunities so people can help themselves as well as others.
- Social enterprises use sound commercial business practices to ensure viability and sustainability.
- Social enterprises are considered to be not-for-profits because there are no share-holders and all profits are invested back into the enterprise.
- Social entrepreneurs ambitiously tackle major social issues.
- Social entrepreneurs are strategic, resourceful and results oriented.
- Social entrepreneurs talk "value propositions" not mission statements.
- Social entrepreneurs measure success by their impact, not by good intention.
- Social enterprise and social entrepreneurship interconnects within the social economy setting in which societal change occurs through intervention mechanisms such as trading.



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